

CLAIM AMENDMENTS

1-35. (canceled)

36. (currently amended) A method of addressing an electronic message, comprising the steps of:
- providing a first database containing stored telephone numbers and user addresses for each of the stored telephone numbers;
- providing a second database containing identification codes and product information corresponding to each of the identification codes;
- receiving a telephone call from a user including one of the identification codes;
- identifying the received telephone number from the telephone call;
- retrieving the user address from the first database by comparing the received telephone number with the stored telephone numbers;
- retrieving the product information corresponding to the received identification code;
- addressing the electronic message according to the retrieved address; and
- sending at least a portion of the retrieved product information via the electronic message,
wherein the first and second databases are used to create the electronic message.

37. (previously presented) The method as recited in claim 36, wherein the electronic message is a fax.

38. (previously presented) The method as recited in claim 36, wherein the electronic message is an e-mail.

39. (previously presented) The method as recited in claim 36, wherein the electronic message is a voice mail.

40. (previously presented) The method as recited in claim 36, wherein the user information includes payment instructions and the payment instructions are sent via the electronic message.

41-43. (canceled)

44. (currently amended) The method as recited in claim 3643, wherein the ~~second~~ electronic message includes an advertisement or an order confirmation.

45-46. (canceled)

47. (currently amended) A system for addressing an electronic message, comprising:

a first database containing stored telephone numbers and user information corresponding to each of the stored telephone numbers;

a second database containing identification codes and addressing information corresponding to each of the identification codes;

a receiver for accepting a telephone call from a user including one of the identification codes;

an ANI for identifying the received telephone number from the telephone call;

a processor; and

wherein the first and second databases are used to create the electronic message and the processor retrieves the user information from the first database by comparing the received telephone number with the stored telephone numbers, retrieves the addressing information corresponding to the received identification code, addresses the electronic message according to the retrieved addressing information, and sends at least a portion of the retrieved user information via the electronic message.

48. (previously presented) The system of claim 47, wherein the electronic message is a fax.

49. (previously presented) The system of claim 47, wherein the electronic message is an e-mail.

50. (previously presented) The system of claim 47, wherein the electronic message is a voice mail.

51. (previously presented) The system of claim 47, wherein the user information includes payment instructions and the payment instructions are sent via the electronic message.
52. (previously presented) The system of claim 47, wherein the user information includes a user address and the user address is sent via the electronic message.
53. (previously presented) The system of claim 52, further including a second processor and wherein the second processor retrieves the user address from the electronic message.
54. (previously presented) The system of claim 53, wherein the second processor sends a second electronic message to the user.
55. (previously presented) The system of claim 54, wherein the second electronic message includes an advertisement.
56. (currently amended) A method of addressing an electronic message, comprising the steps of:
 - providing a first database containing stored telephone numbers and corresponding payment instructions and user addresses;
 - providing a second database containing identification codes and addressing information corresponding to each of the identification codes;
 - receiving a telephone call from a user including one of the identification codes;
 - identifying the received telephone number from the telephone call using an ANI;
 - retrieving the user information from the first database by comparing the received telephone number with the stored telephone numbers;
 - retrieving the addressing information corresponding to the received identification code;
 - addressing the electronic message according to the retrieved addressing information; and
 - sending the payment instructions via the electronic message, wherein the first and second databases are used to create the electronic message.

57. (currently amended) A method of purchasing a product, comprising the steps of:

providing a first database containing stored telephone numbers and user information corresponding to each of the stored telephone numbers;

providing a second database containing identification codes and product information corresponding to each of the identification codes;

receiving a telephone call from a user including one of the identification codes;

identifying the received telephone number from the telephone call;

retrieving the user information from the first database by comparing the received telephone number with the stored telephone numbers;

retrieving the product information corresponding to the received identification code; and

purchasing the product based upon the user information retrieved from the first database and the product information retrieved from the second database, wherein the first and second databases are used to create the electronic message.

58. (previously presented) The method as recited in claim 57, wherein user information includes address information.

59. (previously presented) The method as recited in claim 58, wherein address information includes shipping information.

60. (previously presented) The method as recited in claim 58, wherein address information includes billing information.

61. (previously presented) The method as recited in claim 57, wherein user information includes payment instructions

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- 62. (previously presented) The method as recited in claim 61, wherein payment instructions include credit card information
- 63. (previously presented) The method as recited in claim 57, further comprising the step of shipping the product.
- 64. (previously presented) The method as recited in claim 59, wherein shipping information includes delivery method information